

## Stormwater Program Year III State of the Campaign

**The results from** the Year II Stormwater program evaluation are in! A total of 800 telephone interviews were conducted across two waves – 400 prior to residents' exposure to program messages (pre-wave) and 400 following campaign outreach activities (post-wave). The telephone poll was commissioned by the County to measure overall awareness of the stormwater pollution issue and the affect of campaign activities.



New litter bags have been produced and are ready for order. The litter bags are English on one side, Spanish on the other and quantities of up to 200 are available.

This year, the phone poll indicated an overall increase in recall of the issue and campaign messages among respondents. The results also indicated a four percent increase in the willingness of those polled to change their polluting behavior. Additional key findings:

- Five percent increase in the number of respondents indicating they were very concerned about litter.

- Four percent increase in recall of campaign messages on television.
- Eight percent increase in participation in the clean up events.
- Three percent increase in the number of respondents who have heard of and called the 1(888) CLEAN LA hotline.
- Three percent decrease in the number of respondents who had allowed trash to blow into the street, emptied an ashtray into the street or hosed leaves into the street.

In Year III, the County's pollution prevention public education paid media campaign will be extended throughout the county rather than focused on the Pilot Program areas, which also hosted the community clean up events.

An exciting new development in Year III is a partnership between the County and the California Department of Transportation (Caltrans), which will make an additional half-million dollars in stormwater pollution prevention advertising available in the greater Los Angeles area. The statewide Caltrans stormwater pollution prevention public education campaign, branded Don't Trash California, will run through September 2006.

The County and its co-permittees will contribute more than \$625,000 to media placements in the Los Angeles market, leveraging the \$580,000 Caltrans media budget and extending the reach of both campaigns.

The anti-litter ads created by Caltrans will include logos for both agencies, and the County ad buy will be timed to compliment

that of Caltrans, in order to present a unified message to a wider audience than either agency can accomplish alone. [Click here for more information on ads that are available for request by co-permittees.](#)

The Don't Trash California campaign is based on a successful three-year pilot program completed in the Fresno Metropolitan Area in 2003. Program activities in the Los Angeles area this year include participation in the Coastal Clean-up Day event on September 17th, as well as beach trash can wraps in Zuma, Venice and Dockweiler/El Segundo. For more information on this campaign, please visit [www.donttrashcalifornia.info](http://www.donttrashcalifornia.info).

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## Co-permittee Contributions Requested for Program Year III Advertising

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This year the program will also include continued commercial outreach, with an emphasis on delivering Best Management Practices (BMP) workshops to managers in the food service and gasoline station industries. Due to the success of these workshops in the past, we have held additional trainings for In-N-Out, Sempra Energy and Shell. ♦



# Co-permittee Contributions Requested for Program Year III Advertising

**The partnership with** the California Department of Transportation (Caltrans) Don't Trash California campaign, along with the expansion of the Stormwater/Urban Runoff Public Education Program, will enable the County and Caltrans to work together to leverage advertising dollars and extend the reach of both campaigns throughout Los Angeles County this year.

The 2005-06 advertising campaign will focus primarily on radio and placements with alternative or independent television stations.

While a Countywide survey of residents will be conducted early next year to determine overall awareness of stormwater issues in the County, and assess changes in the polluting behavior of respondents, we are certain that the 2005-06 campaign year will be significant

in determining the County's compliance with NPDES mandates and the overall success of the County's social marketing efforts on behalf of its 84 co-permittees.

Although there was a general increase in the number of co-permittee pledges during the 2004-05 campaign year, actual contribution dollars dropped 15 percent below the previous year. Our goal this year is to increase the number of co-permittee cities that contribute to the Countywide advertising campaign, and to have cities contribute at a level that reflects the expansion of the program and increased level of advertising outlined for this year's campaign.

With the launch of the countywide campaign, the County will also adopt the Don't Trash California creative for all advertising placed this year. As in previous years, the Project Pollution

Prevention logo will continue to serve as the signature used in all advertising purchased by the County, signifying the alliance of the County and its co-permittees in preventing stormwater pollution within our shared communities.

To arrange for a contribution, please contact Melinda Barrett, head of the Public Relations Group, at 626-458-4093. 💧

## Coastal Clean-up Day 2005

Coastal Cleanup Day 2005 will be held on September 17, 2005. This year, there will be more than 50 cleanup sites along the coast. This international cleanup day attracted over 10,000 volunteers in 2004. Individuals, businesses, community groups and government agencies pulled together to pick up 75,000 pounds of trash and 5,000 pounds of recyclables from over 50 sites along Los Angeles County's coastline! Click here to read more: [www.healthebay.org/volunteer/ccd/default.asp](http://www.healthebay.org/volunteer/ccd/default.asp) 💧





# DPW Seeks Collaboration on Best Management Practices Workshops

**In order to communicate** to the management at retail gas stations (RGOs) and restaurants throughout the County the importance of complying with stormwater regulations, the County has designed Best Management Practices (BMPs) trainings for their respective industries. This year, we hope to partner with co-permittees on recruiting companies to attend.

The primary goals of the BMP trainings are to reach out to corporations with a high number of retail locations in Los Angeles County, develop partnerships that encourage these businesses to take part in the trainings, and then work with participating organizations or corporations to determine the most appropriate staff for attendance.

The trainings are approximately two hours in length, and can accommodate as many as 50 people, room-size permitting.

If you are interested in working with the County to plan a workshop in your city, please contact Lindsay Hall at 916-418-1500 or [lindsay.hall@ogilvypr.com](mailto:lindsay.hall@ogilvypr.com).



Attendees at a recent workshop view an enviroscape demonstration, showing where stormwater flows, and how it can pick up various pollutants that are then carried into local waterways.

## Attention NPDES Co-permittees — We Want to Hear from You!

**Please provide feedback** on the following questions regarding this newsletter. You can submit information via email to [lindsay.hall@ogilvypr.com](mailto:lindsay.hall@ogilvypr.com), or fax to 916-418-1515. Thank you.

**Does this newsletter provide information that is helpful in planning and carrying out your stormwater public education programs/activities?**

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**What types of stories or information would you like to see in the next issue of the newsletter that relate to public education/outreach?**

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**Would you be willing to write a brief article on your local stormwater program/activities for inclusion in a future issue?**

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# Advertising Materials

The following “Don’t Trash California” materials are available for use in your cities/programs:

## Billboard



## Print Ad

Available in English and Spanish



## Bus Tail



## “Smith & Jones” TV PSA

Available in English and Spanish



If you would like to obtain any of these advertising materials, or for further information, contact Lindsay Hall at 916-418-1500 or [lindsay.hall@ogilvypr.com](mailto:lindsay.hall@ogilvypr.com)

## “Smith & Jones” Radio PSA (not pictured)

Available in English and Spanish